

Amendments to the Claims:

This listing of claims replaces all prior versions, and listings, of claims in this application.

Listing of Claims:

1-75. Cancelled

76. (New) A method, comprising:

receiving a broadcast at a radio receiver having an RF tuner module and a separate high power wireless transceiver,

storing in the radio receiver a plurality of unique identifiers that uniquely identify respective program selections that are received with the broadcast;

receiving user input indicating an interest in a given one of the program selections;

in response to said user input, transmitting, from said high power wireless transceiver to at least one location, a message including the unique program identifier; and

receiving, in response to said message, information related to said given one of the program selections at said radio receiver.

77. (New) The method of claim 76, wherein the broadcast is a satellite broadcast.

78. (New) The method of claim 76, wherein the broadcast is a satellite digital audio radio system (SDARS) broadcast.

79. (New) The method of claim 76, further comprising including in the message an electronic serial number (ESN) or a mobile identification number (MIN) associated with said high power wireless transceiver.

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80. (New) The method of claim 76, further comprising detecting a button selection on the radio receiver as said user input.
81. (New) The method of claim 76, further comprising transmitting said message while said given one of the program selections is being broadcast.
82. (New) The method of claim 76, further comprising transmitting said message at a time subsequent to when said given one of the program selections is broadcast.
83. (New) The method of claim 76, wherein the information is also received at a user computer.
84. (New) The method of claim 76, wherein the information is sent to a prearranged address.
85. (New) The method of claim 76, wherein the information includes a price of a product or service.
86. (New) The method of claim 76, wherein the information includes availability information for a product or service.
87. (New) The method of claim 76, further comprising displaying the information on said radio receiver.
88. (New) The method of claim 76, further comprising establishing a voice connection with a merchandiser or information outlet via said radio receiver and high power wireless transceiver.

89. (New) The method of claim 88, further comprising employing speakers associated with said radio receiver for said voice connection.

90. (New) The method of claim 76, further comprising receiving a telephone number along with said unique identifier and establishing a voice connection using said telephone number.

91. (New) A radio for use in an interactive communications system, comprising:
a system controller;
a channel decoder and an audio decoder in communication with the system controller;
a high power wireless transceiver in communication with the system controller;
and
a user interface in communication with the system controller,
wherein the system controller detects user input indicative of interest in a segment of a broadcast received by the radio via the channel decoder and audio decoder, and in response to said user input causes the high power wireless transceiver to send a message to which a response is received that includes information related to the segment of the broadcast.

92. (New) The radio of claim 91, wherein the broadcast is a satellite broadcast.

93. (New) The radio of claim 91, wherein the message includes an electronic serial number (ESN) or a mobile identification number (MIN) associated with the high power wireless transceiver.

94. (New) The radio of claim 91, further comprising a button that is operable to the user input.

95. (New) The radio of claim 91, wherein the message is sent while the segment of the broadcast is being broadcast.

96. (New) The radio of claim 91, wherein the message is sent after the segment of the broadcast is broadcast.

97. (New) The radio of claim 91, wherein the information related to the segment of the broadcast is displayed on a display of the radio.

98. (New) The radio of claim 91, wherein the information related to the segment of the broadcast is announced over speakers of the radio.

99. (New) The radio of claim 91, further comprising an interface for removable memory.

100. (New) A communications system, comprising:
a first communications network that broadcasts content;
a plurality of radios adapted to receive the content from the first communications network; and

a second communications network that is adapted to establish bi-directional communication between a given one of the plurality of radios and a predetermined location,

wherein information related to a segment of the content is provided to the radio over the second communications network in response to a message transmitted from the radio over the second communications network.

101. (New) The system of claim 100, wherein the first communications network is a satellite broadcasting network.

102. (New) The system of claim 100, wherein the second communications network is a wireless telecommunications network.

103. (New) The system of claim 100, wherein the message contains an electronic serial number (ESN) or mobile identification number (MIN).

104. (New) The system of claim 100, wherein a voice connection is established over the second communications network.

105. (New) The system of claim 100, wherein the information comprises price information for a product or service.

106. (New) The system of claim 100, wherein the information comprises availability information for a product or service.